



Minutes of the Special Meeting of the Tourism Commission
Franklin City Hall Lower Level Conference Room
9229 W. Loomis Road, Franklin, Wisconsin
February 19, 2020 – 7:30 a.m.

Members Present		Others Present
Ann Adamski		Randy Grass – Ad Hoc Member
Shaun Marefka (Vice Chair)	x	Barbara Wesener – Ad Hoc Member
Lance Schaefer		
Amy Schermetzler (Chair)	x	
Mark Wylie (Secretary / Treasurer)	x	Calli Berg, Director of Economic Development

- I. The meeting of the Tourism Commission was called to order by Chair Schermetzler at 7:30 a.m.
- II. The floor was opened for citizen comment at 7:31 a.m. and closed at 7:31 a.m.
- III. Wylie moved, supported by Schermetzler, to approve the minutes from the January 22nd, 2020 meeting. Motion carried.
- IV. Wylie moved, supported by Schermetzler, to approve the minutes from the January 31st. 2020 meeting. Motion carried.
- V. Marefka presented the Commission with a concept for partnering with ROC Ventures on creating a tourism entity with a shared employee under the authority of the Commission. The partnership would include renaming the stadium and possibly the entire Ballpark Commons to reflect the Franklin name. Schermetzler moved, supported by Wylie, to spend up to \$150,000 per year on a ten-year contract with a renewal option after year three, for shared tourism-based activities with ROC Ventures. Motion carried.
- VI. Marefka shared estimated costs on a number of wayfinding/placemaking activities for consideration by the commission, including 100 banners estimated to cost less than \$12,000, seven gateway signs estimated to cost less than \$86,000, and a lighted electronic sign in front of City Hall for less that \$34,000. Schermetzler moved, supported by Wylie, to receive proposals and move forward with contracts for a combined total not to exceed \$150,000. Motion carried.
- VII. The Marketing Plan item was tabled by Chair Schermetzler.
- VIII. The 2020 Staffing item was table by Chair Schermetzler.
- IX. Berg gave an update on working with the South Suburban Chamber and the Oak Creek Tourism Commission on engaging with local restaurants and lodging businesses on marketing efforts during the DNC event in July.
- X. Schermetzler will send a link to the commission members for final web site draft review.
- XI. Schermetzler moved, supported by Wylie, to approve bills as presented.
- XII. The next meeting is scheduled for March 18th at 7:30 a.m.
- XIII. Schermetzler moved, supported by Wylie, to adjourn the meeting at 8:46 a.m. Motion carried.